

DATA PRIVACY POLICY

In order to comply with the provisions of the Ley Federal de Protección de Datos Personales en Posesión de los Particulares (LFPDPPP), AD INTERACCIONES S.C., hereinafter AD Interacciones, discloses this privacy policy, which applies to personal data collected with the prior consent of its Owner - user of the Internet page www.adinteracciones.com and through which you are informed of the treatment that, AD Interacciones in its Responsible role will perform with the personal data that is provided to us.

AD Interacciones, with address at Calle Duraznos No. 1329 Ote., Office 1, Colonia San Salvador Tizatlalli, C.P. 50161 in Metepec, State of Mexico and on the Internet site www.adinteracciones.com, responsible for collecting your personal data, the use that is given to them and their protection, through the implementation of technical security measures, administrative and physical that allow to protect them against any damage, loss, alteration, destruction or unauthorized use, access or treatment by you as the Owner, since we are aware of the importance of protecting your privacy against third parties and your right to informative self-determination.

I.- Personal data we collect and purposes for processing it

At AD Interacciones we require to obtain and process the following personal data of the Owner - user of the Internet page www.adinteracciones.com.

Identification and contact information: Name, telephone number and email address

Labor data: Occupation and name of the company where it comes from.

The personal data of the Owner is collected and processed by AD Interacciones as Responsible, to perform the following necessary purposes:

- Contact the user to answer any questions or comments regarding the Contact Center solutions offered by AD Interacciones or in relation to the contents of the Internet page www.adinteracciones.com
- Contact the user for marketing purposes for prospecting and selling the services or products offered by AD Interacciones.
- Contact the user for the purpose of recruitment and selection of personnel in the event that your request expresses the interest of being part of our company.

The Responsible requires sharing your personal data with providers of survey services, automated data processing, and for the administration and management of databases, their storage and auditing services.

II.- Consent of the Holder of personal data.

The Owner — user of the Internet page www.adinteracciones.com, declares that this privacy policy has been made known to him by the Responsible Party. In the event that the Owner does not agree on the treatment that the Responsible will give to his personal data, in the terms of this privacy policy, he may deny his consent at any time, refusing to provide us with his personal data in the act that is required, or through the options and mechanisms that have been implemented in this document for this purpose.

When it is personal data that is not considered sensitive, patrimonial or financial data, and the Owner does not oppose to the terms of this privacy policy, its content will be considered agreed and consented, in terms of the third paragraph of article 8 of the LFPDPPP.

www.adinteracciones.com

contacto@adinteracciones.com

Tel. 722-227-2418

The Owner's consent may be revoked at any time by himself, without retroactive effects being attributed to it, under the terms and in accordance with the procedures established below for this purpose. Notwithstanding any provision of this privacy policy, the Owner acknowledges that his consent will not be required for the processing of personal data by the Responsible or third parties in any of the cases indicated in article 10 of the LFPDPPP.

III.- Transfers of personal data.

AD Interacciones, undertakes not to transfer your personal information to third parties without your consent, with the exceptions provided for in article 37 of the LFPDPPP, as well as to carry out these transfers following the terms established by that law.

IV.- Maintenance and security of personal data.

The Responsible party will keep the Owner's personal data - user of the Internet page www.adinteracciones.com for as long as necessary to process the request for information or marketing activity, as well as to maintain accounting, financial and audit records in terms of the LFPDPPP and of the commercial, fiscal and administrative legislation in force. The Owner's personal data collected by the Responsible Party will be protected by adequate administrative, technical and physical security measures against damage, loss, alteration, destruction or unauthorized use, access or treatment, in accordance with the provisions of the LFPDPPP and the administrative regulation derived from it.

V.- Use of "cookies", web beacons or other tracking technologies on our website.

AD Interacciones, obtains information through its Internet page through the use of cookies, understanding as "cookie", the data file that is stored on the hard drive of the user's computer, web beacons and other technologies, when the user has access to the Responsible page. These files may contain information to identify the areas of greatest interest on our Internet page, verify and confirm your identity as a user of the page, to monitor your behavior as an Internet user, the type of user's browser, as well as information on visits to provide you with a better service and user experience when browsing our page.

A cookie cannot read the data or information on the user's hard drive or read the cookies created by other sites or pages.

In case you wish to reject cookies or selectively accept them, you can do so by adjusting your browser preferences. Please consult your browser instructions for further information.

VI.- Data Privacy.

For any comment about our privacy policy, it is necessary that you send your request electronically to the email address contacto@adinteracciones.com.

VII.- Procedure to exercise the ARCO rights.

You as the Owner, or through your representative, have the **right to access your personal data** that you have authorized us to process, to know the information regarding the conditions of their treatment; as well as to

rectify them if they are inaccurate or incomplete; you can also **request cancellation** at any time from AD Interacciones when you consider your data is not being treated in accordance with the principles and duties established by the LFPDPPP and its regulations, or, **oppose their treatment** for specific purposes, that is, the **exercise of your rights** of access, rectification, cancellation and opposition, **ARCO by its acronym**.

AD Interacciones has implemented, as a mechanism for the exercise of above-mentioned rights, the presentation of a request for information at the electronic address indicated before.

To respond to your request, it must contain the following information:

General information

1. The name of the Owner, address and / or email address to communicate the response to your request.
2. The documents that prove the identity (voter credential, passport, professional ID, or immigration document) in photocopy, or, where appropriate, the legal representation of the Owner (simple copy in printed or electronic format of the simple proxy letter with Autograph signature of the Owner, the representative agent and their corresponding official identifications - voter credential, passport, professional ID, or immigration document).
3. The clear and precise description of the personal data with respect to which one seeks to exercise any of the aforementioned rights and
4. Any other element or document that facilitates the location of your personal data.

Specific information

In addition to the general information indicated above, depending on the right you wish to exercise, you must include the following information in the request:

- **ACCESS right:** the modality in which you prefer the requested personal data to be reproduced.
- **Right of RECTIFICATION:** the modifications you request to be made to personal data, as well as to provide the documents that support the request.
- **Right of CANCELLATION:** the causes that motivate the request to delete the data in the files, records or databases of the Responsible of treatment.
- **Right of OPPOSITION:** the causes or the situation that lead you to request to stop processing your personal data, as well as the damage or harm that such treatment would cause if continue; Or, you must indicate the specific purposes for which you want to exercise this right.

It is important to take into account that if the request does not have the information described above, AD Interacciones may request the missing information through a PREVENTION, which must be issued within a maximum period of 5 business days from the following day of the presentation of the request, and the Owner will have 10 working days, after receiving the prevention, to provide the required information, because otherwise his request will be considered as not filed.

AD Interacciones, has in terms of the LFPDPPP, a maximum period of twenty working days, counted from the date the request for access, rectification, cancellation or opposition was received, to inform the Owner of the determination adopted, in order that , if appropriate, it becomes effective within fifteen days from the date

on which the response is communicated to the Owner. The aforementioned terms may be extended only once for an equal period, as long as the circumstances of the case justify it.

In the case of requests for access to personal data, the Responsible Party will proceed with its delivery, prior accreditation of the identity of the Owner or his legal representative, as appropriate. The delivery of personal data will be free, except for shipping costs or the cost of reproduction in copies or other formats, which must be paid by the Owner or his Legal Representative. In the event that the Owner reiterates his request in a period of less than twelve months, he must cover the corresponding costs without exceeding 3 days of the Minimum Wage in force in the Mexico City in terms of the LFPDPPP, unless there are substantial modifications to the privacy policy that motivate new queries.

For purposes of requests for cancellation of personal data, in addition to the provisions of this Privacy policy, the provisions of article 26 of the LFPDPPP will be followed, including the cases of exception of cancellation of personal data indicated therein.

VIII.- Revocation, limitation to the use or disclosure of your personal data.

You can revoke the consent that you have given us for the treatment of your personal data, at any time, so that we stop using them, with the exception of the cases established in article 10 of the LFPDPPP. In order for AD Interacciones to be able to attend your revocation request, you must provide the information indicated in points 1, 2, 3 and 4 of the previous numeral VII, before our area in charge of Data Privacy, through the means indicated in number VII of this document.

AD Interacciones will attend to your request within a maximum period of ten business days following the receipt of your revocation request, and will inform you of the feasibility of the request, by sending an email to the email address indicated by you in your request. It is important to keep in mind that not in all cases we will be able to attend to your request or end the use immediately, since it is possible that due to some legal obligation we require to continue processing your personal data.

We offer you the possibility to limit the use or disclosure of your personal data, through your registration in the corresponding exclusion list, according to your request, so that your personal data is not processed for the use or disclosure of any of the purpose indicated in this privacy policy, by sending an email to the email address contacto@adinteracciones.com.

For this purpose, we will take 10 business days after receipt of your request, for the withdrawal to be processed.

IX.- Changes to the Privacy policy.

AD Interacciones reserves the right to periodically update this Privacy policy in accordance with changes in our information practices in response to legislative announcements, internal policies or new requirements for the provision of our services or products. These modifications will be available to the public through our Internet page, so that the Owner — user of the Internet page www.adinteracciones.com may consult them on the [site www.adinteracciones.com](http://www.adinteracciones.com). The Owner is recommended to consult our Privacy policy, at least bi-annually, to be updated of the terms and conditions of the same.